



**NOTICE OF REGULAR MEETING**  
**Park Board of Trustees of the City of Galveston**  
**Workforce Development Committee**  
**Wednesday, March 8, 2023, 9:00 a.m.**  
**Park Board Plaza Board Room - 1st Floor**  
**601 Tremont**  
**Galveston, Texas 77550**

I. Call Meeting To Order

II. Pledge Of Allegiance

III. Roll Call And Declaration Of A Quorum

IV. Conflict Of Interest Declarations

V. Requests To Address The Committee

*The public shall be allowed to provide comment to the committee regarding one or more agenda or non-agenda items. All requests to address the committee must be submitted in writing and can be presented to the committee reporter the day of the meeting or by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting:*

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65.](https://www.galvestonparkboard.org/forms.aspx?fid=65)

VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[2.8.23 -WDC MINUTES DRAFT.PDF](#)

VII. Presentation And Discussion On Dual Credit Program Enrollment For Fall 2023 (Jennifer Edenfield/Cissy Matthews, 10 Minutes)

Documents:

[WDC - DUAL CREDIT PROGRAM ITEM.PDF](#)

VIII. Update And Discussion On Hospitality Podcasts (Sherry Rooks, 10 Minutes)

Documents:

[WDC- HOSPITALITY PODCAST ITEM.PDF](#)

IX. Discussion On Upcoming Recruiting Opportunities (Jennifer Edenfield/Maya Sandy, 10

Minutes)

Documents:

[UPCOMING RECRUITING OPPORTUNITIES.PDF](#)

X. Presentation And Discussion On Industry Career Website (Susan Keeble, 10 Minutes)

Documents:

[INDUSTRY CAREER WEBSITE.PDF](#)

XI. Feedback From 2023 Galveston Independent School District (GISD) VIP Event Attendees (Susan Keeble, 5 Minutes)

Documents:

[2023 GISD VIP EVENT FEEDBACK.PDF](#)

XII. Discussion On New Ideas For Workforce Development Committee Annual Work Plan For FY24 (Cissy Matthews, 10 Minutes)

Documents:

[IDEAS FOR WDC ANNUAL WORK PLAN FY24.PDF](#)

XIII. 2022-2023 Committee Work Plan

Documents:

[WDC FY22.23 WORKPLAN.PDF](#)

XIV. Future Agenda Items

XV. Announcements

XVI. Adjournment

***I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before Friday, March 3, 2023, 5:00 p.m.***

**Approved**

Cissy Matthews, Chair, Workforce Development Committee

**Approved**

Marty Fluke, Chair, Park Board of Trustees

**Approved as to Format**

Kelly de Schaun, Chief Executive Officer

**Please Note Members of the City Council may be attending and participating in the discussion.**

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)





## **Park Board of Trustees of the City of Galveston Workforce Development Committee**

2/8/2023 - Minutes

### I. Call Meeting To Order

The meeting was called to order at 9:02am.

### II. Pledge Of Allegiance

The pledge of allegiance was recited by all present.

### III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee Members Present: Cissy Matthews, Spencer Priest, Kimberly Gaido (Virtual 9:08 am), James Clark, Jennifer Lamm, Jennifer Edenfield, Mar Jurado, Maya Sandy.

### IV. Conflict Of Interest Declarations

There were conflicts of interest declared.

### V. Requests To Address The Committee

There were no requests to address the committee.

### VI. Discuss And Consider Approval Of Meeting Minutes

Motion: James Clark motioned to approve the January 11, 2023, Workforce Development Committee meeting minutes.

Second: Spencer Preist seconded.

Vote: 7-0 (Kimberly Gaido not present at time of vote)

### VII. Recap Of 2023 Ball High School Elective Fair (Susan Keeble, 15 Minutes)

Susan Keeble gave a recap of the 2023 Ball High Elective Fair event that took place on January 25, 2023. She reported that the event was a great success with a high attendance which allowed them to reach their target audience.

### VIII. Review Seasonal Recruiting Plan And Materials Targeted At Students In Hospitality Programs (Susan Keeble, 15 Minutes)

The committee discussed the development of plans and materials in order to recruit the Hospitality Program students.

### IX. 2022-2023 Committee Work Plan

Cissy Matthews reviewed the current standing of the 2022-2023 Workforce Development Work plan with the committee.

## X. Future Agenda Items

- Podcast ideas and outline.
- Dual Credit Enrollment
- Ball High Job Fair status update
- VIP Event feedback
- Career Page
- Ideas for future workplan

## XI. Announcements

The committee members announced the upcoming events at their organizations.

## XII. Adjournment

The meeting was adjourned at 9:43 am.



**Agenda Item:** Presentation and Discussion on Dual Credit Program Enrollment for Fall 2023

**Background:** The Workforce Development Committee is focused on providing information to students, parents, educators, and the community about jobs in the hospitality, culinary, tourism, and coastal fields to encourage enrollment in related programs at Ball High School, Galveston College, and Texas A&M Galveston. The goal of these efforts is to build a pipeline of qualified candidates for future employment in industry positions.

As part of the FY23 committee work plan, updated data and/or a status update related to dual credit enrollment in hospitality and culinary programs at Ball High School will be presented and discussed by members of Galveston Independent School District and Galveston College.



**Agenda Item:** Update and Discussion on Hospitality Podcasts

**Background:** The Workforce Development Committee is focused on providing information to students, parents, educators, and the community about jobs in the hospitality, culinary, tourism, and coastal fields to encourage enrollment in related programs at Ball High School, Galveston College, and Texas A&M Galveston. The goal of these efforts is to build a pipeline of qualified candidates for future employment in industry positions.

The idea of creating a Podcast to reach the committee's target audience and educate them on the various career opportunities in the ever-growing field of hospitality came forth during a meeting. The main idea behind this Podcast is to interview local professionals in the field of Hospitality to get their candid and unique insight on the field and their personal journey to success. This unique content will not only inform the next generation but also engage them to connect with the field of hospitality and find their passion.

The committee will collectively discuss their shared ideas regarding the creation of this podcast to establish an outlined plan.

Proposed Podcast Questions for discussion:

Podcast interview questions

1. To date, what accomplishment are you most proud of?
2. What has been your most exciting experience?
3. What, if anything, would you have done differently at the beginning of your career in this industry?
4. What are your aspirations for your culinary/hospitality career?
5. What motivates your drive in this career?
6. What do you want your legacy to be?
7. What are some of the things that you love about your current position?
8. What advice would you have for young adults that are considering a career in hospitality?



**Agenda Item:** Discussion on Upcoming Recruiting Opportunities

**Background:** The Workforce Development Committee is focused on providing job opportunities for students in the hospitality, culinary, tourism, and coastal programs at Ball HS, Galveston College, and Texas A&M Galveston to build a pipeline of qualified candidates for future employment in industry positions.

As part of the FY23 committee work plan focus on seasonal recruiting as well as year-round employment, representatives from Galveston ISD and Texas A&M Galveston will provide information on opportunities to meet with students interested in employment.





**Agenda Item:** Presentation and Discussion on Industry Career Website

**Background:** The Workforce Development Committee is focused on providing job opportunities for students in the hospitality, culinary, tourism, and coastal programs at Ball HS, Galveston College, and Texas A&M Galveston to build a pipeline of qualified candidates for future employment in industry positions. Additionally, the committee members are interested in supporting industry partners by offering additional visibility positions they are currently recruiting for.

As part of the FY23 committee work plan focus on seasonal recruiting as well as year-round employment opportunities, information on how this will be structured will be presented and discussed.



**Agenda Item:** Feedback from 2023 Galveston Independent School District (GISD) VIP Event Attendees

**Background:** Included in the Annual Work Plan for January 2023 was committee participation in a VIP Event for GISD staff to continue to build relationships and support for the hospitality, culinary, and tourism programs at Ball High School and Galveston College. To continually to improve the experience for attendees, feedback was requested after this year's event.

The committee will discuss the feedback from event attendees and make recommendations for any changes to improve future events.



**Agenda Item:** Discuss new ideas for Workforce Development Committee Annual Work Plan for FY24

**Background:** As part of the Hospitality Workgroup recommendations presented to the Board of Trustees and Galveston ISD, the group identified tasks designed to increase enrollment in hospitality and culinary arts courses.

The committee will discuss and consider ideas for new activities to be included in the annual work plan that will guide their focus and efforts during FY24.

**Workforce Development Committee Annual Work Plan FY23**

**Quarter 1**

<i>October</i>	<i>November</i>	<i>December</i>
Review Summer Internship Program Approve Annual Work Plan and Communications Plan	Plan for January Learning Community Tours Plan for January VIP Program for Principals/Counselors	No meeting

**Quarter 2**

<i>January</i>	<i>February</i>	<i>March</i>
Finalize plans for January events Participate in CTE and Learning Community Tours Participate in VIP Program for Principals and Counselors	Review seasonal recruiting plan and materials targeted at students in hospitality programs.	Review Dual Credit Programs and Enrollments

**Quarter 3**

<i>April</i>	<i>May</i>	<i>June</i>
Discuss and Plan Tourism Summit Opportunities Review Grant Opportunities for next school year	Participate in Tourism Summit Review School-year Internship Program	No meeting

**Quarter 4**

<i>July</i>	<i>August</i>	<i>September</i>
No meeting	No meeting	Discuss Annual Work Plan Updates or Changes Review Communications Plan

On-going agenda items: